

CALIFORNIA
ARTS DAY
OCTOBER 1, 2004

- Tool Kit -



ARTS DAY INTRODUCTORY STATEMENT

On Friday, October 1, the fourth annual celebration of *Arts Day* in California will take place in cities and towns across the state.

The purpose of these statewide efforts is to demonstrate the impact the arts have on California's economy, the education and job preparation of its children, and the health and vitality of civic life in the state. By coming together under the unifying banner of the arts, Californians will show how important the arts are to the California experience.

Through *Arts Day*, the California Arts Council hopes to demonstrate the value, strength, and beauty of the arts and generate news coverage on the role the arts play in California's culture. *Arts Day* in California coincides with the opening national celebration of Arts and Humanities month.



ARTS DAY In California

FRIDAY
OCTOBER 1, 2003

Celebrate the major impact the arts have on California's economy, the education and job preparation of our children and the health and vitality of civic life in our state.

The objective of ARTS DAY is to hold community celebrations throughout the state creating a major media event and garnering positive news coverage on the role and value of the arts, culture, and creativity in California.

The **ARTS DAY KIT** contains:

- ❑ A sample press release to send to local media organizations.
- ❑ A sample Proclamation to get passed by your City Council, Board of Supervisors, School Board(s), local chapters of the PTA, AARP, and others.
- ❑ Ideas to celebrate California Arts Day and garner local media attention for the arts.
- ❑ Statistics you can use to make the case for the arts.

**** IDEAS TO CELEBRATE ARTS DAY ****

Plan A Party

Invite local arts organization leaders, arts supporters, elected officials, representatives from the local PTA, AARP, Convention & Visitor's Bureau, the media, to plan an ARTS DAY PARTY. Consider brainstorming how best to attract the most attention given time and money resources. INVOLVE your whole community – spread the work and the ownership of the event to increase your chances of success.

Consider

- ❑ Where to hold the party (including school children).
- ❑ How to get the word out to the public and media.
- ❑ Provide food and drink (Perhaps have local restaurants to donate)
- ❑ Media – Invite the news media to all events.
- ❑ Decorations – hold a contest; invite local arts to show their works.
- ❑ Entertainment – dance, music, theatre.
- ❑ Partnerships with schools, libraries, businesses.
- ❑ Invite local television anchors, the Mayor, City Council to give speeches.
- ❑ Keep it simple and make it FUN. Focus on the art.

Hold a Contest

- ❑ Have an **ARTS DAY POSTER CONTEST** – with several categories for different ages. Award prizes as part of the celebration.

- ❑ Hold a **POETRY CONTEST** -- plan an event around the readings of the winners. Create a virtual cyberspace Coffee House Poetry Reading for the Generation Xers. Involve them in the planning.
- ❑ Hold a **SLOGAN CONTEST** – that captures the essence of the value of the arts – Think “Got Milk?” or “It’s the Cheese” for the arts community.

Tie into existing events

- ❑ Find out what is happening locally on October 1, or the following weekend and build your celebration around that.
- ❑ Advertise in your local newspaper or newsletter and on your website. Ask local artists and businesses promote California Arts Day.

Work with your local media

- ❑ Provide the local media with facts and figures about the positive impact of the arts. Convince them to develop a special **ARTS DAY INSERT**.
- ❑ Work with editorial boards of your local newspapers for an Arts Day Editorial about the value of the arts locally. Provide them with an Op Ed or Letters to the Editor touting the value of the arts to the local community.
- ❑ Send out media advisory/news releases inviting them to cover your events.

Hold an awards event

- ❑ Honor local arts groups, artists, elected officials, civic leaders, and arts educators with awards. Invite an elected official to make the presentation.
- ❑ Send the media a new release and photos of the winners of the events.

Schedule a public hearing on the value of the arts locally

- ❑ Invite local leaders to give testimony as to the role of the arts, culture and creativity locally, statewide and nationally.
- ❑ Arrange with a local radio station to have the hearing carried live with interviews and a talk-show call-in segment.

Dedicate a new piece of public art

- ❑ Or re-dedicate an existing artwork. Make it a party. Invite media.

Create a mural

- ❑ Arrange for a themed Mural Painting (perhaps with kids). Invite the public to participate.

Make October 1st an “Art for Free” day

- ❑ Convince local theatres, dance companies, museums, to provide FREE admission for the public.

Hold a parade

- ❑ Invite local artists to create a parade with a special ARTS DAY theme.

Hold a one-day arts fair

- ❑ Invite local artists to exhibit the works on one day.

Tie in with local department stores

- ❑ Ask them to feature local art works in the store windows – and advertise ARTS DAY – OCTOBER 1st in their advertising.
- ❑ Get local stores to invite artists and craftspeople to work in-store on October 1st

Hold a lecture/panel discussion

- ❑ Get local celebrities (academics, news anchors, sports figures, civic leaders, elected officials) to hold a discussion on the value of the arts.

Hold a “kids art” celebration

- ❑ Combine and exhibit with hands-on instruction from local artists (possibly include an outdoor chalk painting event).

Celebrate Multicultural Art

- ❑ Plan an event that focuses on the diversity of cultural contributions to local civic life.

You get the idea! Pick one or more of the ideas above or come up with one of your own and work together with other local arts groups to shine a spotlight on the ARTS on Friday October 1st

**Don't wait to plan for arts day –
Begin working with your entire community now!**

For Immediate Release (your letterhead)

Contact:

Telephone:

Website:

News Release

(Your community/organization) Joins the Statewide Celebration of California Arts Day on October 1

Celebration coincides with National Arts & Humanities month

[CITY] – [Your community/organization] is joining thousands of California communities, arts organizations, and everyday people in recognizing and celebrating Arts Day in California on Friday, October 1. To launch the local celebration, **[Your organization]** has invited **[Title and name of local elected official]** to issue a proclamation designating October 1 as Arts Day in California on **[Date]** at **[Time and Place]**.

Arts Day emphasizes two key messages:

- 1) The arts in the Golden State are important to its economy, the education and job preparedness of California's children, and to healthy civic life in communities throughout the state; and 2) the arts are everywhere. **[Quote from your organization on this exciting opportunity to honor the role of the arts in your community]**. Arts Day coincides with National Arts and Humanities Month in October.

[Background information about your organization]

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California Arts Day

October 1, 2004

WHEREAS, the month of October has been recognized as Arts and Humanities Month by thousands of arts and cultural organizations, communities, and states across the nation as well as by the White House and Congress for several years; and

WHEREAS, the nonprofit arts and culture industry strengthens California's economy by generating \$5.4 billion in economic activity annually supporting more than 160,000 full-time jobs and generates nearly \$300 million in local and state taxes; and

WHEREAS, the arts and culture enhance every aspect of life in California including its economy, the education of its children, civic life, community development, and creativity and enrich the lives of every Californian; and

WHEREAS, arts education research findings suggest the following: The arts help close the achievement gap, especially among youth-at-risk; The arts improve the academic skills essential for reading and language development; and

WHEREAS, the arts promote positive social development and foster creativity; and

WHEREAS, the arts contribute to the state's rich cultural heritage and enables communication within and across California many diverse cultures; and

WHEREAS, arts and culture funding is a critical investment in the education of California's schoolchildren and the economy of our state and the arts are a catalyst for economic growth, cultural tourism, and downtown redevelopment

NOW, THEREFORE, BE IT RESOLVED, the I, <insert name of elected official or organization> do hereby proclaim October 1, 2004 as California Arts Day and October 2004 as Arts and Humanities Month in California and call upon Californians to celebrate and promote the arts and culture and to specifically encourage the greater participation of children in educational programs and activities in the arts and humanities.

<Signature and/or appropriate seal>



Frequently Asked Questions

How do the arts benefit California?

- ◆ California has an unparalleled legacy of leadership in the arts and creativity. The power and influence of the arts can be seen and felt in all aspects of our daily lives—economically, socially and educationally. The arts provide California's competitive edge.

How do the arts benefit California's economy?

- ◆ Nonprofit arts contribute more than \$5.4 billion to California's economy, and nearly \$300 million in state and local tax revenues.
- ◆ The arts provide more than 160,000 jobs statewide—52,000 more jobs than California's elementary and secondary schools.
- ◆ California's entertainment industry generates \$13.5 billion and employs 164,000 high-wage workers; the arts, design and creativity are key components of success in these industries.
- ◆ Recent studies shows a direct correlation between arts education and economic benefits. It has been found that young people who learn the rigors of planning and production in the arts become valuable employees in California's idea-driven work force. Teamwork, flexibility and creativity as taught by the arts are needed in an increasingly competitive job market.
- ◆ Arts and culture in California are strong attractions for tourists, generating nearly \$360 million in annual spending. For every dollar spent producing arts events, \$11 is spent on transportation, lodging, dining, shopping, parking and other ancillary spending.
- ◆ The arts develop essential skills including creativity, risk-taking, problem solving, out-of-the-box thinking, perception and imagination, which fuel California's high-tech and entertainment industries, the state's most economically lucrative sectors.
- ◆ According to a new study from Americans for the Arts, California ranks as the leading state in creative industries. Using Dun & Bradstreet figures, the report asserts California has nearly 90,000 art-centric businesses employing more than 500,000 people.
- ◆ More professional artists (330,000) live and work in California than any other state in the nation.
- ◆ The arts build community pride, revitalize neighborhoods and downtown areas in decline, and provide a sense of uniqueness and identity to large and small communities alike.

- ◆ The arts attract world-class talent to California, which attracts and keeps business in California.
- ◆ The current shortage of skilled employees in the entertainment, multimedia and technology industries has forced California's businesses to hire abroad, weakening our state's position in the global marketplace. Promoting creativity in our schools would help build a base of creative thinkers and problem solvers better prepared for employment in the global information age.
- ◆ The presence of the arts in communities increases home values, which results in higher local tax bases and directly benefits our children's schools.

What is the impact of the arts on academic performance, social development and lifelong learning?

- ◆ There are strong correlations between involvement in instrumental music during the middle and high school years and higher mathematics proficiency. Additionally, involvement in theatre arts correlates to higher reading proficiency.
- ◆ While learning in other disciplines may often focus on developing a single talent or skill, the arts utilize multiple skills and abilities. Through visual arts, dance, music, theater and other disciplines, cognitive, social and personal skills are developed and nurtured.
- ◆ The arts develop an awareness of different ways of perceiving and thinking, and build respect for other viewpoints, cultures and heritages promoting tolerance; this engenders a team-oriented and collaborative environment.
- ◆ The arts teach innovative hands-on learning and job skills, while building self-esteem and emphasizing excellence and creative self-expression.
- ◆ The arts cultivate social and academic skills, such as critical thinking, decision making, team-oriented problem solving and risk taking, which contribute to a productive work force.
- ◆ The arts provide avenues for lifelong learning and enhance the quality of life for everyone, especially youth and the elderly.

How do the arts benefit at-risk and under-privileged youth?

- ◆ The arts reach many students who are not successful in the traditional school model by addressing different styles of learning, perspectives, cultures, and imagination in a non-threatening environment. The arts motivate students, reduce absenteeism and disruptive classroom behavior, and allow alienated students to perceive education as relevant.
- ◆ Community arts programs provide resources for youth to succeed and create safe places where at-risk children can develop constructive relationships with peers and participate in interactive programs with adult role models, counteracting gang activity and drug use.
- ◆ The arts provide a reason for disengaged students from school and other community organizations to become active and involved.
- ◆ Arts partnership programs give at-risk and under-privileged youth access to resources needed for workplace success, such as universities, schools, places of worship, businesses and social service agencies.